

Orange County Region

Orange County



REGIONAL LEAD AGENCIES

California Nutrition Network

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5 a Day-Power Play! Campaign

Connie En
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CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

LIA - First 5 Children and Families Commission

Marianne Foust Project Coordinator 5052 Antietam Ave Los Alamitos, CA 90720 Phone: (562) 430-8754 Fax: (562) 430-8754 mfoust@socal.rr.com	Local Share: \$258,112 State Share: \$129,056 First Funded: FFY 2002	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Ed Royce CA Sen. Ross Johnson CA Assemblymember Thomas Harman
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Target Audience

- Ages: PreKindergarten; Young Adults; Adults
- Ethnicities: Asian (15%); African American (10%); Latino (65%); Caucasian (10%)
- Language: Spanish, Vietnamese, English

Settings

Community Centers; Schools

Partners

25 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Public Policy Advocates; Parent Groups Food Banks

Description

The Commission's mission is to promote healthy child development and school readiness. One pervasive condition that inhibits the success is childhood obesity. The public health issue of obesity in Orange County is also a child related problem that can be addressed through improved practices related to unhealthy eating, sedentary behavior, genetic makeup, family lifestyle and income status. The Commission is interested in convening a planning process with key stakeholders including county *California Nutrition Network* providers, WIC services, the Health Officer, school districts, local chapters of the American Academy of Pediatrics, business, the university, Family Resource centers and other knowledgeable experts, to identify, design and implement strategies appropriate for the prenatal to five year old population and their families.

The first objective of the award is to provide leadership and technical assistance in the development, implementation and evaluation of nutrition education and physical activity programs in schools and after school programs by promoting the *Nutrition Network's* goals and increasing opportunities available for children to engage in healthy behaviors. A comprehensive tool kit will be developed and disseminated including local community resources, best practices, policies on eating behaviors and physical activity focusing on school readiness and food insecurity issues. Mini grants will be awarded to State School Readiness Programs infusing the *Nutrition Network's* goals into daily programming.

The second objective is to increase collaborative partnerships to expand nutrition education/physical activity opportunities to low income families in Orange County through supporting community, regional and state wide efforts by participating in coalitions, meetings and trainings.

COMMUNITY ACTION PARTNERSHIP OF ORANGE COUNTY

5 a Day—Power Play! Campaign Regional Lead Agency

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First Funded: FFY 2003

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Ed Royce
CA Sen. Ross Johnson
CA Assemblymember Thomas Harman

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

Community Centers; Schools; Grocery Stores; Farmers' Markets; Restaurants; Faith Organizations; Community Youth Organizations; Media

Partners

Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Community Youth Organizations/Afterschool Programs

Description

Community Action Partnership of Orange County acts as the Orange County Region lead agency for the *California Children's 5 a Day—Power Play! Campaign*. During 2004, the region will reach 9- to 11-year-old children with the *5 a Day* and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations and adult intermediaries with direct access to 9- to 11-year-old children and their parents; provide materials, training and technical assistance to participating organizations; work with partners to institute community- and organizational-level policy, systems, and environmental changes; conduct media and public relations outreach targeting children, parents, adult intermediaries, opinion leaders, and policymakers; enhance connections among participating organizations; and facilitate a regional *5 a Day—Power Play!* Steering Committee. In addition, the lead agency will coordinate with other CPNS-funded projects in the region, including participating in the regional *Network* collaborative. Through these activities, the lead agency will ensure that the Campaign achieves at least 61,000 impressions with the region's 30,792 low-income 9- to 11-year-old children. The Orange County Region includes Orange County only.

HUNTINGTON BEACH UNION HIGH SCHOOL DISTRICT

LIA - School/District

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Food and Nutrition Services
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Local Share: \$582,707

State Share: \$291,353

First Funded: FFY 1999

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Dana Rohrabacher

CA Sen. Ross Johnson

CA Assemblymember Ken Maddox

Target Audience

- Ages: Kindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (40%); African American (1%); Latino (36%); Native American (5%); Pacific Islander (1%); Caucasian (14%); Filipino (1%)
- Language: Spanish, Vietnamese, English

Settings

Schools

Partners

8 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; National Organizations

Description

The *Network*-funded projects at Huntington Beach Union High School District have been successful in promoting nutrition and physical activity to high school students, parents, teachers, and staff. Healthy eating and physical activity messages are posted on school menus, our website, and in the Principal's newsletter enabling us to reach parents and students with nutrition messages. Parent classes are offered to help bring our nutrition message into the home and a Nutrition Library and Resource Center is available to teachers, students, and staff. The student Adventure and Nutrition Club promotes nutrition and physical activity with group activities such as organized walks and healthy snack demonstrations. The student Nutrition Advocate Club promotes nutrition to the general student population with noontime food demonstrations and special events. During National Nutrition Month an essay contest is hosted and mini-lectures are presented to students and staff. International Walk to School Day is celebrated to promote the benefits of walking and to help establish safe routes to school. Other major promotional events include National School Lunch week and National 5 A Day week. A student run farmer's market works to bring produce from the student farm to the students, teachers, and staff. The nutrition and health benefits of produce items are highlighted along with production information and recipe ideas. Harvest of the Month promotions include monthly newsletters and taste tests utilizing produce from the student farm when available. Teachers are encouraged to integrate the featured produce item into lesson plans and the cafeteria highlights the featured item on the school menu. Future plans for *Network* activities include bringing a healthy snack bar to school events and student fieldtrips to local restaurants to evaluate their menus. Nutrition education and physical activity promotion will reach additional students and families in the community this year by partnering with the Westminster Elementary School District.

NEWPORT-MESA UNIFIED SCHOOL DISTRICT*LIA - School/District***Sharon Moore**2985 Bear Street, Building E
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Local Share: \$487,664**State Share: \$243,832****First Funded: FFY 2001****Legislators**

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Dana Rohrabacher

CA Sen. Ross Johnson

CA Assemblymember Ken Maddox

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (4.3%); African American (1.2%); Latino (38.7%); Native American (0.3%); Pacific Islander (0.1%); Caucasian (53.8%); Filipino (0.7%)
- Language: Spanish, Cantonese, Tagalog, Armenian, Mandarin, English, Russian, Japanese, Persian

Settings

Community Centers; Schools; Farmers' Markets

Partners

3 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN

Description

Nutrition Services at Newport-Mesa USD (NMUSD) teach nutrition-related lessons in the classroom and in the after school programs. Nutrition-related topics are also taught to adults and parents. The Harvest of the Month promotes a fruit or vegetable for the month through newsletters and produce for the teachers and incentives for the students. Taste-testings are conducted at the schools to link the fruit or vegetable of the month to nutrition education. Nutrition Services' website is updated highlighting the *Network* activities. Previous newsletters are on the website at www.nmusd.us/depts/ns. All elementary award schools continue nutrition education to promote breakfast participation. Nutrition Services participates in health fairs promoting the importance of fruits and vegetables and physical activity.

NMUSD submits nutrition event articles to the local print media. NMUSD also places bus shelter ads in the community to promote National 5 A Day during September and October. Nutrition Services passed a nutrition policy statement with the Board of Education, eliminating soda and doughnuts from the district high schools in the beginning of the school year, September 2003.

NORTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT - FULLERTON COLLEGE*LIA - College/University***Renee Swain**

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Local Share: \$287,510

State Share: \$143,755

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Ed Royce
CA Sen. Dick Ackerman
CA Assemblymember Lynn M. Daucher

Target Audience

- Ages: PreKindergarten; Young Adults; Adults; Seniors
- Ethnicities: Asian (14%); African American (9%); Latino (33%); Caucasian (44%)
- Language: Spanish, Korean, English

Settings

Schools; Farmers' Markets

Partners

4 partners from: Schools; Local Health Departments; California Project LEAN; Colleges/Universities

Description

Fullerton College Nutrition Network is comprised of multiple college departments including the Health Services Department, CalWORK's, Child Development Centers, Financial Aid, Wellness Center, and the CARE Program. The FC Nutrition Network will create and distribute a monthly nutrition education newsletter as well as the distribution of a Fitness and Nutrition Calendar of local community nutrition and fitness activities available for individuals to attend and participate. The Network conducts an annual health fair and 4 Health Events with guest speakers on nutrition and fitness, referrals to nutrition education resources such as WIC, County/City Programs, Nutritionists, and Community Physicians. The Fullerton College 5 a Day Nutrition and Fitness Website highlights our program and provides information on nutrition and fitness, promotes enrollment in free and no-cost physical activities at our campus and in the community, provides links to sources of produce, and government social service entities that provide enrollment in WIC and Food Stamps Programs. Peer Counselors provide Nutrition and Fitness Counseling at the campus health center for students who have completed Food and Nutrition, Health, and Physical Fitness methodology training coursework. The College will host two Health and Nutrition Fairs to include guest speakers on Fitness, Nutrition, and other healthy lifestyle choices at our Wilshire Auditorium in May and September. The Network conducts 24 hands-on, 2-hour Nutrition and Education Classes covering 5 a Day message, and applied nutrition and fitness principles. Trainings are held at the Campus Child Development Centers, in classes, and at the Wellness Center four times each month.

ORANGE COUNTY DEPARTMENT OF EDUCATION (COALITION)*LIA - County Office of Education***Kari Tuggle, MS, RD**

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Local Share: \$315,177

State Share: \$217,586

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Dana Rohrabacher
CA Sen. Ross Johnson
CA Assemblymember Ken Maddox

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-6
- Ethnicities: Asian (9%); African American (4%); Latino (71%); Native American (5%); Pacific Islander (%); Caucasian (18%); Other (%)
- Language: Spanish, Vietnamese, Hmong, Cantonese, Tagalog, Korean, Khmer, Armenian, Mandarin, English

Settings

Schools

Partners

7 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; National Organizations; California Dairy Council

Description

Monitored and coordinated by the Orange County Superintendent of Schools, the Orange County coalition consists of three public school districts working together to promote nutrition education, physical activity, and federally funded nutrition assistance programs. State share activities include promoting the consumption of fruits and vegetables through Harvest of the Month program newsletters and taste tests, nutrition education in the classroom, and parent nutrition education classes. Physical activity is promoted through the integration of physical activity messages in nutrition education activities and newsletters. School-wide nutrition and physical activity promotion events include participation in activities such as International Walk to School Day, National 5 A Day Week, and Kids Cooking Week. Promotion of nutrition education and physical activity by Student Nutrition Club members empowers students to advocate for a positive nutrition environment. Teacher training will be provided to encourage and advocate for the integration of nutrition education and physical activity promotion in the classroom, including the utilization of cooking carts for taste test and food demonstrations. Nutrition education promotion in the cafeteria includes piloting a healthy snack window, marketing efforts to promote school meal programs, and nutrition education and physical activity promotional messages on menus. Federal Nutrition Assistance programs promotion includes Food Stamp promotion and School Meal Program promotion at parent classes and at school events such as Open House and Back to School Night. Recommendation for policy change will be implemented through the implementation of the School Health Index.

ORANGE COUNTY HEALTH CARE AGENCY*California Nutrition Network Regional Lead Agency***Maridet Ibañez, MS**

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Local Share: \$1,616,636

State Share: \$808,318

Grant Amount: \$42,000

First Funded: FFY 2000

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Loretta Sanchez

CA Sen. Joseph Dunn

CA Assemblymember Lou Correa

Target Audience

- Ages: All Ages
- Ethnicities: Asian (9%); African American (1%); Latino (72%); Pacific Islander (1%); Caucasian (17%)
- Language: Spanish, Vietnamese, Hmong, Khmer, English

Settings

Community Centers; Clinics; Schools; Farmers' Markets; Community-based organizations

Partners

150 partners from: Schools; School Food Service; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services; Community-Based Organizations; Healthcare; Youth programs; PTA

Description

The County of Orange Health Care Agency (HCA) provides public health services to the fifth most populous county in the United States. *Nutrition Network* funds will be used to provide nutrition education with physical activity and food assistance promotion in a variety of settings.

Low-income individuals seeking services from County government programs, such as Field Nursing, will be provided with individualized nutrition education or a group class.

Nutrition messages will reach a large audience through displays and presentations at County facilities, including Food Stamp offices, and at community sites. HCA will collaborate with many local partners and work more closely with Food Stamp staff to coordinate promotional activities.

In an effort to spread the *Network* messages throughout the county, HCA will offer approximately 24 mini-grants ranging from \$500-\$5,000. The funds will be offered to community-based organizations, schools, and Family Resource Centers. The grants help community partners incorporate nutrition education into their services.

Physical activity will be promoted in all activities but HCA will make extra efforts to help implement the YMCA's Active Living by Design/Robert Wood Johnson Foundation grant project in Santa Ana and the Fit WIC program in three HCA WIC clinics. Media efforts will focus on providing the *Network* messages on bus tail ads and in local print media. Evaluation will be accomplished primarily through pre/post tests and surveys.

ORANGE COUNTY SUPERINTENDENT OF SCHOOLS*LIA - County Office of Education*

Yvonne Ortega Program Manager 1220 Village Way, Suite E Santa Ana, CA 92705 Phone: (714) 647-2587 x587 Fax: (714) 547-9814 Yvonne_Ortega@access.k12.ca.us	Local Share: \$625,316 State Share: \$312,655 First Funded: FFY 2001	Legislators U.S. Sen. Dianne Feinstein U.S. Sen. Barbara Boxer U.S. Rep. Loretta Sanchez CA Sen. Joseph Dunn CA Assemblymember Lou Correa
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Target Audience

- Ages: Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (4.3%); African American (3.5%); Latino (47%); Native American (0.5%); Pacific Islander (0.7%); Caucasian (33%); no info (11%)
- Language: Spanish, Vietnamese, Tagalog, English

Settings

Schools

Partners

50 partners from: Schools; Local Health Departments; Parks and Recreation; California Project LEAN; Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services

Description

The project will focus on promoting healthy lifestyles for our students and promoting the Food Stamp program with the intent to increase program utilization. This year we have decided to focus on three main target audiences; 1) parents/families since they will be addressing the issue for the remainder of the student's day and serve as the meal planners and role models. The parents will be provided nutrition education workshops conducted by *Network* staff as well as through collaboration with UC Cooperative Extension's four week nutrition course; 2) teachers and teaching staff will participate in training sessions so that they can integrate nutrition education and physical activity promotion throughout the core curriculum; and 3) the students will be provided education in the classrooms through lecture and food demonstrations. The Harvest of the Month program will be provided at the school sites. Evaluation will be done to measure and evaluate whether the tasting of new fruits and vegetables has an impact on purchasing them independently.

Network staff will also work in collaboration with other community-based organizations, schools, and the healthcare agency to promote healthy, active lifestyles throughout the community.

ORANGE UNIFIED SCHOOL DISTRICT*LIA - School/District***Katryn Soltanmorad**

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us

Local Share: \$669,499

State Share: \$334,750

First Funded: FFY 2002

Legislators

U.S. Sen. Dianne Feinstein

U.S. Sen. Barbara Boxer

U.S. Rep. Ed Royce

CA Sen. Dick Ackerman

CA Assemblymember Lynn M.
Daucher

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12
- Ethnicities: Asian (6.08%); African American (1.37%); Latino (71.9%); Native American (0.88%); Pacific Islander (0.67%); Caucasian (16.7%); Philipino (1.3%)
- Language: Spanish, Vietnamese, Cantonese, Tagalog, Mandarin, English

Settings

Schools

Partners

Schools; School Food Service; Local Health Departments; California Project LEAN;
Colleges/Universities; University of California Cooperative Extensions; Local Departments of Social Services

Description

Orange Unified School District is located in a culturally diverse urban setting in Orange County, serving grades K-12. This year the program is expanding from three elementary schools to nine additional elementary schools, two middle schools and a high school.

The primary objective during the second year is to educate teachers at the new schools about the *Nutrition Network* goals and to motivate them to integrate nutrition education into their classroom curriculum. Teacher liaisons have been selected at each of the target schools to help distribute *Nutrition Network* materials. Four times during the year the "Harvest of the Season" will provide a fruit or vegetable for students to taste, teacher lesson plans incorporating the California education standards, and other nutrition education activities.

Another program goal is parent education. During regularly scheduled parent meetings, topics are introduced that support the *5 a Day* message and the importance of increasing physical activity. Last year a four-week cooking class was very successful and will be held again this year.

Posters and murals placed throughout the school's serving and eating areas enhance the school food environment. A Breakfast Club that was initiated last year will be expanded to three more schools. This nutrition education program promotes the nutritional benefits of eating breakfast and encourages students to eat breakfast.

SANTA ANA UNIFIED SCHOOL DISTRICT*LIA - School/District***Gayle McLean**

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Local Share: \$1,423,822

State Share: \$711,911

First Funded: FFY 2003

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Loretta Sanchez
CA Sen. Joseph Dunn
CA Assemblymember Lou Correa

Target Audience

- Ages: PreKindergarten; Kindergarten; Grades 1-12; Young Adults; Adults
- Ethnicities: Asian (3%); African American (1%); Latino (92%); Caucasian (4%)
- Language: Spanish, Vietnamese, English

Settings

Schools

Partners

6 partners from: Schools; School Food Service; Local Health Departments; California Project LEAN; Dairy Council

Description

A survey of community resources related to nutrition will be conducted, identifying those groups that can be supportive of our nutrition education efforts. Schools will be informed about the efforts to improve the nutrition education program in the district and will be asked to complete Module 1 of the School Health Index to identify their school policies that could influence students eating behaviors. After a hiring of a program consultant and consultant teacher, site nutrition education leaders will be recruited from each site and invited to become a member of the District Nutrition Advisory Committee to review current District policies and practices.

Working with the Project Consultant and the Consultant teacher, the site nutrition leaders will encourage their schools to participate in community activities and provide nutrition education/physical activity promotion activities to local programs, such as participation in National 5 A Day Week, Jog-a-thons, Campus Clean days, and Family Recreation Day. Parents will be given information both from parent meetings and through a district wide newsletter with information about good nutrition, promotion of physical activity and information about eligibility of food assistance program. The school environment will be changed with nutrition related posters and displays, and schools will promote and provide more nutritious food offerings.

SECOND HARVEST FOOD BANK OF ORANGE COUNTY

Food Security Special Project

Denise Stupak

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Grant Amount: \$40,000

First Funded: FFY 2003

Legislators

U.S. Sen. Dianne Feinstein
U.S. Sen. Barbara Boxer
U.S. Rep. Ed Royce
CA Sen. Dick Ackerman
CA Assemblymember Lynn M. Daucher

Target Audience

- Ages: Grades 1-6
- Ethnicities: African American (10%); Latino (70%); Caucasian (20%)
- Language: Spanish, English

Settings

Community Centers

Partners

Local Health Departments; University of California Cooperative Extensions; Community Youth Organizations/Afterschool Programs

Description

For 20 years, The Second Harvest Food Bank of Orange County has been the leader in providing hunger relief to over 200,000 people each month. As a critical lifeline to those in need, our primary work is collecting and distributing food through a network of 385 recipient agencies.

In a strategic move against childhood hunger, the Second Harvest Food Bank of Orange County launched the Kids Café program in January 2000. Kids Café provides nutritious, after-school snacks to low-income children areas in an environment that is safe, accessible and convenient. This program is designed to curb the effects of malnutrition experienced by children living in poverty. The Food Bank partners with 19 local non-profit organizations that have established after-school programs where children had no prior access to food. Each Kids Café shares the common goal of providing food security and nutrition education to low-income children.

With a strong foundation in place, the Food Bank has raised the bar by setting new goals and objectives targeted toward low-income, school-aged Latino children and their families at four Kids Café sites.

Through this project, the Food Bank will be serving communities that are currently suffering from the devastating effects of hunger. All four of the chosen Kids Café sites are located in low-income Orange County neighborhoods, including Garden Grove, Orange, Santa Ana, and Stanton. The residents living in these areas are overwhelmed, struggling to make ends meet every month and frequently faced with the difficult decision of paying rent or buying food. Often, keeping a roof over their heads far outweighs the need to purchase expensive fruits and vegetables.